

Connect2014

2014 Via Linda Senior Center
Sponsorship & Media Opportunities



For more information, contact: Nick Molinari | nmolinari@scottsdaleaz.gov | (480) 312-1733



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Scottsdale has more seniors than any other large city in the United States, making it a prime target for anyone marketing services or products to the aging community.

Dear Valued Via Linda Senior Center Partner,

On behalf of Scottsdale Senior Services, I sincerely thank you for your interest and support of the Via Linda Senior Center. We take great pride in providing Scottsdale's senior community with outstanding programs, customer driven services and must-attend events. 2014 will bring a number of exciting new events and opportunities for our partners to connect with their target market, strengthen brand image, increase visibility and demonstrate your company's support of the community. Special event sponsorship has become a perfect environment for building stronger relationships, cultivating new leads and expanding into new markets.

The following proposal details the full range of options and benefits you'll enjoy as a sponsor. Don't miss this unique opportunity to leverage the connectivity of Scottsdale Senior Services and the Via Linda Senior Center to increase brand awareness for your organization. We look forward to working with you in 2014!

Sincerely,
Nick Molinari
Recreation Supervisor, Scottsdale Senior Services

2014 Special Event Sponsorship Package Executive Summary

The Via Linda Senior Center has packaged all of the special events held in 2014 into one unique opportunity that provides the business community with unmatched, on-going marketing and branding opportunities throughout an entire year. Over the course of 2014, partners will experience literally millions of impressions through print advertising, web based media and on-site, face-to-face contact. Packaging our events into one opportunity is by far the best bang for your buck. Sponsoring our individual events on an a-la-carte basis would be more expensive, without many of the ongoing perks.

Connect in
2014!



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Scottsdale was named the #1 U.S. city for retirees by MSN Money, citing “plenty of play and rays” as reasons Scottsdale packs the “heaviest post-65 punch in America.”

Scottsdale Senior Services

Scottsdale Senior Services makes Scottsdale a better place to live, work and play for Scottsdale's older adult population through a system of programs, resources, events and opportunities. Our city's two Senior Centers, the Granite Reef and Via Linda Senior Centers, offer a wide variety of recreation programs, classes, support services and other programming, all aimed at improving lives, neighborhoods and community.

Via Linda Senior Center

The City of Scottsdale's Via Linda Senior Center is located in the heart of Scottsdale Ranch, one of Scottsdale's premier master-planned communities. The 20,000 square foot facility, built in 1995, is home to a wide variety of recreation programs, health and wellness opportunities, support and social programs and is one of the most utilized public facilities in the City of Scottsdale. In fiscal year 2012/2013, the center welcomed just under 150,000 participants. During our high traffic season, October through April, we see almost 600 seniors per day in classes, recreation, fitness and wellness programs.

In fiscal year 2012/2013, the Via Linda Senior Center had over 4,000 participants registered to take classes alone. The population is active and engaged in the community.

Via Linda's surrounding community is home to thousands of seniors who all enjoy the amenities and distinct lifestyle that Scottsdale Ranch is known for. Our customers are looking for services - housing, retail, hospitality and restaurants, technology - and our sponsorship opportunities give you a direct avenue to connect with them.



Customization = Impact

While the 2014 special event package is our bread and butter, our packages are completely customizable to fit your goals and needs. Our standard collection of benefits result in brand visibility, speaking opportunities, exhibition space, community support, recognition and other effective tools that help support your business strategy. If there are other specific areas that are important to your organization, let us know. Depending on the specific goals and audience to be reached, we are able to customize our sponsorship offers and involve your organization through an even wider array of different channels. We're ready to listen, communicate and take action!



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Our Facebook page has over 1,565 likes, making it a critical tool in directly reaching area seniors.

2014 Sponsorship Benefits

Print media

Special event advertisements are professionally designed for each event, with the goal of making them bold, eye catching and impactful. Print material includes posters, flyers, banners and postcards.

Quarterly is the events and programs brochure produced by Scottsdale Senior Services. It's print distribution is approximately 5,000 per quarter and it is available throughout the City of Scottsdale at community centers, libraries and various other city facilities.

Web media

Scottsdale Senior Services' website serves as a conduit that connects our senior community with information about our resources, programs and special events. It is accessed both locally and by others throughout the country looking to connect with Scottsdale's vibrant collection of amenities and services. Title sponsorship gets your logo front and center on the Scottsdale Senior Services homepage. Additionally, we maintain separate websites for many of our larger events and they are publicized and accessed heavily during event times. Varying levels of sponsorship include your company's logo on these sites, with a hyperlink directed to your company's website.

Did you know that seniors are the fastest growing demographic on Facebook? Yes, seniors are catching on to this social media thing and Scottsdale Senior Services is ahead of the curve. Our Facebook page has over 1,375 likes, enabling us to engage directly with our citizens very fluidly. Each of our special event sponsors will receive a dedicated post, announcing our partnership to our online community and linking back to your website.

We like to be direct. With that in mind, we conduct a high volume of direct email marketing and our distribution list exceeds 5,000. We produce e-invites for each of our special events and all of our sponsors' logos are prominently included.

Personal connections & on-site media

Exhibit at our events, conduct your own company sponsored presentations and connect with seniors through digital signage and banners. The Via Linda Senior Center averages 600 visitors a day and we design ways for you to connect with them. Would you like to display your promotional material in our lobby? Many would, but it is a privilege exclusive to our sponsors.

There's more!

Yes, there's more! The Via Linda Senior Center utilizes Scottsdale's CityCable 11 to market our special events and our sponsors are included. We attend trade shows and other events to market our special events and our annualized event sponsors realize those benefits throughout the year.



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Scottsdale Senior Services' "All Things Senior" Expo & Tradeshow has become a signature event, with over 100 exhibitors and approximately 3,000 attendees annually.

The Agenda

what	when	expected attendance
Last Tango in Scottsdale Dance	January	80
"All Things Senior" Expo & Tradeshow	February	3,000
Spring Barbecue	March	120
12th annual Entertainment Extravaganza	April	700
Mother's Day Tea	May	100
Father's Day Pancake Breakfast	June	100
Hawaiian Luau	July	100
Dog Days	October	80
Movie Night	November	80
Thanksgiving Luncheon	November	120
Holiday Art Show	December	350

Via Linda Dance Series

Our seniors are active and they like to boogie! We hold one dance per month, with live entertainment and the whole nine yards. This year our dance series is offered as a stand-alone sponsorship opportunity, with only one sponsor and our Title sponsor having advertising rights to the series. We market our dances throughout the valley and employ a specialized distribution in order to connect with the valley's dance scene.



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The Scottsdale
Parks & Recreation
Classes & Programs
Brochure is
delivered to over
50,000 Scottsdale
homes three times
per year.

Title Sponsor

\$15,000 | awarded - 1

Print media

- Listed as "title" or "presenting" sponsor on all special event related print material for 2014 events
- Logo prominently displayed on all special event related print material for 2014 events
- Half page advertisement in each issue of the Quarterly, the quarterly events and programs brochure for Scottsdale Senior Services
- Logo included in all special event ads in the Scottsdale Parks & Recreation Classes & Programs Brochure
- Promotional insert (provided by sponsor) in one edition of the Quarterly
- Logo on all special event banners for 2014 events
- Full page company advertisement in the "All Things Senior" Expo & Tradeshow and Entertainment Extravaganza event brochures

Web media

- Logo and link to your business website on the Scottsdale Senior Services homepage (www.ScottsdaleAZ.Gov/Seniors)
- Logo and link to your business on all individual websites for 2014 events
- Logo on all special event email blasts for 2014
- Listed as "title" or "presenting" sponsor on all special event email blasts for 2014
- Inclusion in Scottsdale Senior Services' quarterly e-news as a featured partner
- Facebook post announcing sponsorship, with link to your business website

On-site media & personal connections

- On-site space at all 2014 special events
- Two company sponsored presentations
- Speaking opportunity – 3 minute address by company representative at the Thanksgiving Luncheon & Mother's Day Tea
- Two company advertisements on the Via Linda Senior Center's digital signage system, to be featured throughout 2014
- Company advertisement on the Via Linda Senior Center's public computers screensavers, to be featured throughout 2014
- Rights to display promotional material in the Via Linda Senior Center's lobby
- Five rentals during regular hours of operation
- Logo included in the Entertainment Extravaganza media show
- Two company provided banners displayed on-site throughout 2014
- Two exhibitor spaces at the 2014 "All Things Senior" Expo & Tradeshow

First rights for Title Sponsorship for 2015



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Over 20% of
Scottsdale's
population is
over 65 years
of age.

Executive Sponsor

\$6,500 | awarded - 4

Print media

- Logo prominently displayed on all special event related print material for 2014 events
- Logo included in each issue of Quarterly, the quarterly events and programs brochure for Scottsdale Senior Services
- Logo included in all special event ads in the Scottsdale Parks & Recreation Classes & Programs Brochure
- Logo on all special event banners for 2014 events
- Half page company advertisement in the "All Things Senior" Expo & Tradeshow and Entertainment Extravaganza event brochures

Web media

- Logo and link to your business on all individual websites for 2014 events
- Logo included in all special event email blasts for 2014
- Facebook post announcing sponsorship, with link to your business website

On-site media & personal connections

- On-site space at the 2014 Holiday Art Show and Entertainment Extravaganza
- Exhibitor space at the 2014 "All Things Senior" Expo & Tradeshow
- Speaking opportunity – 3 minute address by company representative at Spring Barbecue
- One company sponsored presentation (Meet & Greet)
- Company advertisement on the Via Linda Senior Center's digital signage system, to be featured throughout 2014
- Company advertisement on the Via Linda Senior Center's public computers screensavers, to be featured throughout 2014
- Rights to display promotional material in the Via Linda Senior Center's lobby
- Logo included in the Entertainment Extravaganza media show

First rights for Executive Sponsorship for 2015

"Our special event sponsorship with the Via Linda Senior Center has dramatically increased our visibility and connection in the north part of Scottsdale. It has become one of our most important relationships, contributing to our bottom-line success."

Jay Beard, Marketing Director - McDowell Village



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More than 1,000
people take art
classes at the Via
Linda Senior Center
annually

Community Sponsor

\$3,000 | awarded - 10

Print media

- Logo prominently displayed on all special event related print material for 2014 events
- Logo included in each issue of Quarterly, the quarterly events and programs brochure for Scottsdale Senior Services
- Logo included in all special event ads in the Scottsdale Parks & Recreation Classes & Programs Brochure
- Logo included in the "All Things Senior" Expo & Tradeshow and Entertainment Extravaganza event brochures

Web media

- Logo and link to your business on all individual websites for 2014 events
- Logo on all special event email blasts for 2014
- Facebook post announcing sponsorship, with link to your business website

On-site media & personal connections

- Exhibitor space at the 2014 "All Things Senior" Expo & Tradeshow
- One company sponsored presentation (Meet & Greet)
- Company advertisement on the Via Linda Senior Center's digital signage system, to be featured throughout 2014
- Company advertisement on the Via Linda Senior Center's public computers screensavers, to be featured throughout 2014
- Rights to display promotional material in the Via Linda Senior Center's lobby
- Logo included in the Entertainment Extravaganza media show

Add the Granite Reef Senior Center

If you're like many of our past partners, you are interested in connecting with as many potential possible customers as possible. Over the past year, our sponsors have asked us to make it easier for them to build sponsorship packages that include both the Granite Reef and Via Linda Senior Centers. Well, we listened. Leverage your sponsorship dollars by connecting with all of Scottsdale's active senior community throughout all of 2014. These packages will include over 20 special events and millions of impressions.

- Scottsdale Senior Services Executive sponsorship (includes both centers) - \$10,000
- Scottsdale Senior Services Community sponsorship (includes both centers) - \$5,000



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